

Message Text

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PAGE 01 STOCKH 01704 281546Z
ACTION EUR-12

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UNCLAS STOCKHOLM 1704

FOR: BED/OIM/TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: MARKET RESEARCH PROGRAM NEEDS FOR STC

1. IN ADDITION TO GLOBAL MARKET RESEARCH UNDERWAY OR RECENTLY COMPLETED WHICH WILL BE USED FOR PROMOTION EVENT PLANNING (ESPECIALLY INDUSTRIAL PROCESS CONTROLS, COMPUTER EQUIPMENT) ADDITIONAL STUDIES NEED TO BE INITIATED SOONEST. TWO MOST URGENT REQUESTS ARE "OUTDOOR, LEISURE AND SPORTING EQUIPMENT" (PREVIOUS STUDY 1973) AND "ENVIORNMENTAL CONTROL EQUIPMENT" (PREVIOUS IN 1975). ALTHOUGH PREVIOUS RESEARCH STILL PROVIDES GOOD REFERENCE POINTS, FRESH RESEARCH DEFINITELY NEEDED TO ESTABLISH RELATIVE POTENTIAL OF VARIOUS PRODUCT GROUPS. CURRENT POST CONTACTS WITH THE MARKET INDICATE POTENTIAL OF SUCCESSFULLY PROMOTING THESE PRODUCTS DURING FY 1979 VERY GOOD.

2. SECOND RESEARCH PRIORITY IS FOR THEMES LIKELY TO BE PROMOTED IN AUTUMN 1979. THESE INCLUDE "LABORATORY AND SCIENTIFIC INSTRUMENTS" AND "CLIMATE CONTROL EQUIPMENT" (LATTER TO EMPHASIZE ALTERNATIVE ENERGY AND ENERGY-EFFICIENT HEVAC PRODUCTS).

3. FUTURE MESSAGE WILL CONCENTRATE ON RESEARCH NEEDED TO CONSIDER 1979-1980 OFFSITE EVENTS IN OTHER
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PAGE 02 STOCKH 01704 281546Z

NORDIC COUNTRIES.
KENNEDY-MINOTT

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NNN

Message Attributes

Automatic Decaptioning: X
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